



THE GOLDEN GLOBE TIGERS

2018

BANGKOK EDITION



FOR EXCELLENCE & LEADERSHIP IN DIGITAL MARKETING

12th January, 2018
The Athenee Hotel, Bangkok

THE GOLDEN GLOBE TIGERS (BANGKOK EDITION) FOR EXCELLENCE & LEADERSHIP IN DIGITAL MARKETING will recognize Leaders who have contributed value & made a change. Such Leaders who are impactful & believe that there is a MAD approach to their work (Making A Difference). The approach is driven by passion & commitment towards Social Change.

ORGANIZATIONAL AWARD CATEGORIES :

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> ▪ Best Twitter Campaign ▪ Best Facebook Campaign ▪ Best Strategic PR Campaign ▪ Viral Marketing campaign of the Year ▪ Social Media Campaign of the Year ▪ Best Social Media Integrated Campaign ▪ Digital Media Campaign of the Year ▪ Mobile Marketing Campaign ▪ Email Marketing Campaign ▪ Search Marketing Campaign ▪ Viral Marketing Campaign ▪ BEST WEBSITE AWARD ▪ Coupons/Deals/Cashbacks ▪ eCommerce website by a Retail Brand ▪ eCommerce website in a Specialised Category ▪ Financial Services/Banking ▪ Educational ▪ Online Classified/Resale Marketplace/Online Booking | <ul style="list-style-type: none"> ▪ Local language ▪ Entertainment ▪ News content ▪ Personal Blog/Website ▪ Real Estate ▪ Entertainment ▪ Financial Services/Banking ▪ Healthcare/Fitness ▪ Food & Drink ▪ Innovative Mobile App ▪ Mobile Game ▪ News ▪ Online Classified/Resale Marketplace/Online Booking ▪ Shopping ▪ BEST USE OF SOCIAL MEDIA IN: ▪ Retail or Ecommerce Industry ▪ Travel & Tourism Industry ▪ Hospitality Industry | <ul style="list-style-type: none"> ▪ Auto Industry ▪ Telecom Industry ▪ Food & Beverage Industry ▪ Healthcare Industry ▪ Luxury Goods Industry ▪ Cause Marketing / CSR Program ▪ Digital Application of the Year ▪ Social Application of the Year ▪ Social Media Agency of the Year ▪ Digital Agency of the Year ▪ Best SEO ▪ Best SEM ▪ Best YouTube Channel Strategy ▪ Best Animation or Gaming Project of the Year ▪ Best Digital Team of the Year |
|---|---|--|

INDIVIDUAL AWARD CATEGORIES :

- | | | |
|--|--|---|
| <ul style="list-style-type: none"> ▪ Lifetime Achievement Award ▪ Digital Entrepreneur of the Year | <ul style="list-style-type: none"> ▪ Social Media Entrepreneur of the Year ▪ Young Social Media/Digital Professional of the Year | <ul style="list-style-type: none"> ▪ Social Media Icon of the Year ▪ Best Blogger |
|--|--|---|

CRITERIA :

ORGANIZATIONAL CATEGORY: Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

INDIVIDUAL CATEGORY: Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)

CO-ORDINATION OFFICE:

402, 4th Floor, Savoy Chambers, Near Juhu Garden, Santacruz (W), Mumbai - 54.
Tel : +91-22-2661 6606
Mobile : +91-7400405937
E-mail : secretariat@cmoasia.org / aalok.pandit@cmoasia.org
Website : www.cmoasia.org

Endorsed By



The Organizers reserve a right to alter or change the program design without assigning any reason whatsoever.

